



## PRESS RELEASE

### **FORD HONORS PIRELLI AT 21ST ANNUAL WORLD EXCELLENCE AWARDS**

- Pirelli honored by Ford Motor Company with a Brand Pillar of Sustainability World Excellence Award
- Ford's World Excellence Awards honor companies that exceed expectations and achieve the highest levels of excellence in different categories

**DEARBORN, Mich., June 4, 2019** – Pirelli was recognized as a top-performing global supplier at the 21st annual Ford World Excellence Awards, receiving a Brand Pillar of Sustainability World Excellence Award presented by Hau Thai-Tang, Ford chief product development and purchasing officer and Linda Cash, Ford vice president, quality and new model programs.

“It is an honor to receive the Sustainability World Excellence Award from Ford,” said Marco Crola, CEO of Pirelli Tire North America. “Sustainability is a fundamental choice for Pirelli. It is fully integrated into the Group's vision and strategies for growth, in all business areas and in all management decisions, everywhere in the world. We applaud Ford for its strong leadership in sustainability: it has been an important stakeholder for Pirelli in areas such as responsible sourcing of natural rubber (see our work at <https://naturalrubber.pirelli.com>), carbon reduction, and materials innovation. This is the second year in a row Pirelli has been awarded a top award from Ford for global performance; our partnership is important and we look forward to supporting Ford in future”, Crola added.

“The Pirelli team continues to take big strides in developing innovative products for a more responsible automotive industry. With Ford's commitment to making mobility more efficient and sustainable, Pirelli plans to partner in this path, every step of the way,” said Ernest Bedia, vice president of Original Equipment Pirelli Tire North America. “My sincere gratitude to everyone involved in the cooperation between Ford and Pirelli to help create a better future.”

“Ford's annual World Excellence Awards recognize our top-performing suppliers for their contributions to our success,” said Thai-Tang. “Suppliers like Pirelli play an instrumental role in helping us achieve our vision of being the most trusted mobility company.”

The award winners achieved the highest levels of global excellence in 10 categories, including:

- Quality, sustainability, safe and smart categories for suppliers that demonstrate leadership in Ford's primary brand pillars
- Aligned business framework for suppliers that most exemplify the framework's principles, with an emphasis on quality, value and innovation

- Special recognition for suppliers that delivered results exceeding expectations
- Diverse supplier of the year and supplier diversity development corporation of the year to honor suppliers that excel in integrating diversity into their organization and business process
- Gold and silver for supplier manufacturing sites demonstrating superior quality, delivery and cost performance throughout the year

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**Photo Captions:** (Ford Executives from left to right: Hau Thai-Tang, Chief Product Development and Purchasing Officer; Linda Cash, Vice President, Quality and New Model Programs. Pirelli Executive: Ernest Bedia - Vice President - Original Equipment North America)

### **About Pirelli**

*Pirelli was founded in 1872 and has its headquarters in Milan, Italy. Pirelli focuses its business on the high end, premium product segment where it is a world leader. Pirelli has a commercial presence in over 160 countries and 19 factories in 12 countries. Successfully competing in motorsports since 1907, Pirelli is currently the exclusive supplier of the Formula 1® championship, the Superbike world championship, and many other championships around the world.*

*Pirelli is recognized as a socially and environmentally aware corporation that applies sustainable practices in everything from “green performance” products to responsible sourcing, to providing a healthy environment for its workers. The company is currently global leader in the auto components sector of the Dow Jones Sustainability World and Europe Indexes, on the CDP Climate Change A List, and a leader in several other indexes and rankings such as Euronext Vigeo, Ethibel Pioneer and Ethibel Excellence, ECPI and Oekom.*

**Pirelli Tire North America** includes the Modular Integrated Robotized System (MIRS) facility and research and development center at its Rome, Georgia headquarters, a state-of-the-art manufacturing plant in Silao, Mexico, sales and marketing offices in New York City, Los Angeles, Detroit, Montreal and Mexico City, and a prestige flagship store in Los Angeles. The company manufactures, distributes and markets original equipment and replacement tires for export and domestic car/motorcycle applications. For more information regarding Pirelli, please visit [www.pirelli.com](http://www.pirelli.com)

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